



Engagement Report

Woolworths - Ramsgate

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1 Introduction

This Engagement Report has been prepared as part of a Planning Proposal for a mixed-use development located at 193 - 199 Rocky Point Road, 66-68 Ramsgate Road and 2-4 Targo Road, Ramsgate. Following feedback on the previous planning proposal, Woolworths has updated the project plans to reflect the feedback gathered and present a proposal that compliments Ramsgate.

Woolworths Ramsgate understands the importance of a well-designed, quality project that considers the local Ramsgate character and is well integrated with surrounding homes and other buildings. The proposal includes a full-line supermarket, a basement carpark and approximately 144 apartments are planned. The proposal's design will reflect the local charm of Ramsgate and will activate the area, providing more off-street parking, essential services and to support the local economy.

The development will provide around 130 supporting jobs throughout construction and operation driving the opportunity for more local employment.

The Ramsgate community has previously been engaged during previous planning proposals and Woolworths is committed to engaging the community and providing a continued opportunity for feedback in the lead up to public exhibition in 2024. Woolworths are committed to build strong relationships with the local community.

The goal during engagement is to provide information around the development, build trust by providing multiple opportunities for community to provide feedback, demonstrate and showcase the project benefits and enhance Woolworths' reputation in the area.

2 The proposal

2.1 The site

Woolworths is proposing a high-quality mix use development at 193 - 199 Rocky Point Road, 66 - 68 Ramsgate Road and 2 - 4 Targo Road, Ramsgate.

The site is close to existing shops, services, key bus routes, and in close proximity to local beaches, parks, and the city.

The site is located on Ramsgate's main street, at 193 - 199 Rocky Point Road and

The Georges River area is a special location to the culturally diverse community members who are lucky enough to live and work here. It offers an abundance of natural assets with unique bushland, spectacular waterways, as well as a variety of town centres which each have their own priorities and interests for their community.

The development location is highlighted by a red star on the image below.

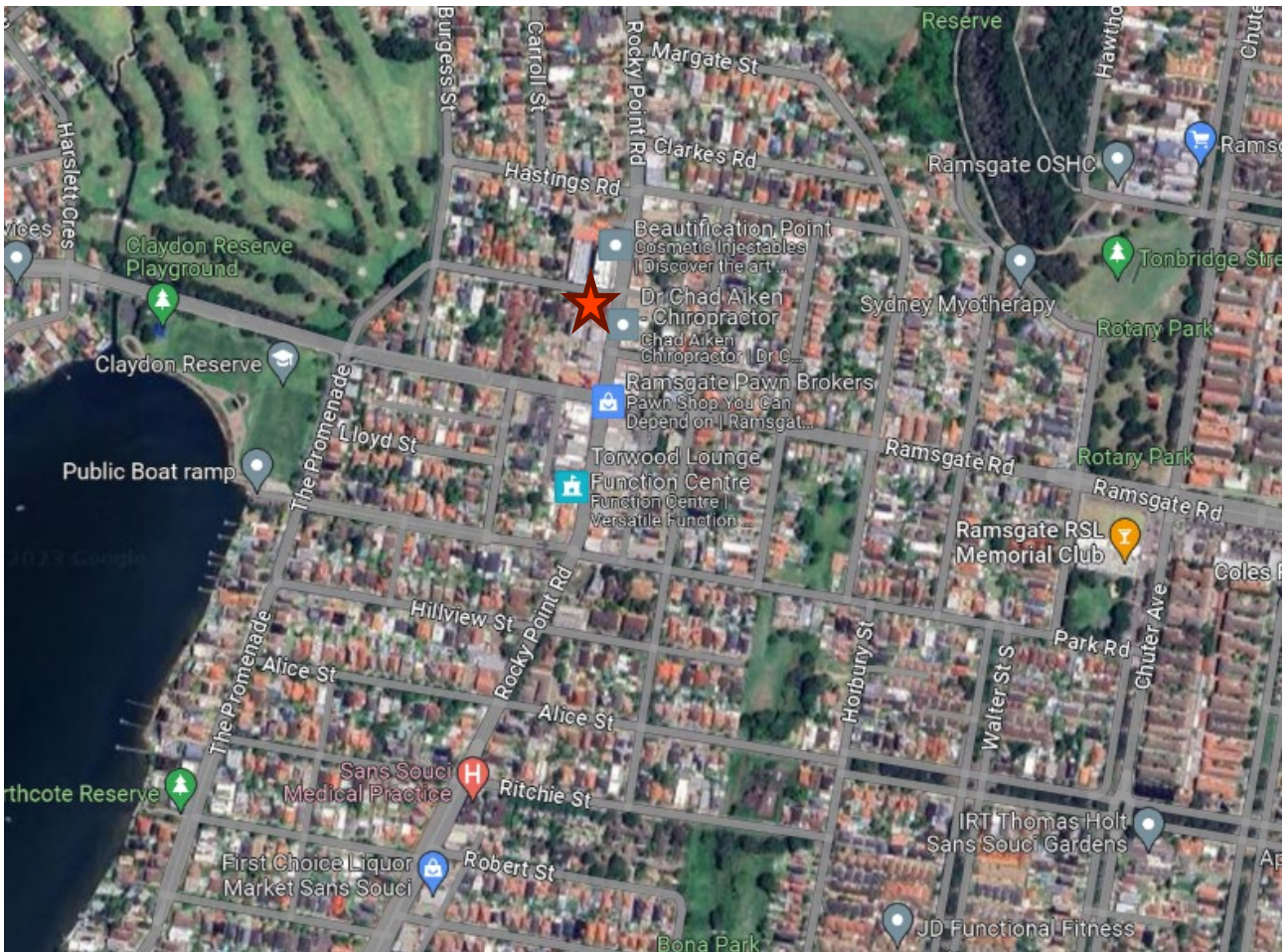


Figure 1. Woolworths Ramsgate development site

2.2 What's planned

The mixed-use development proposal includes:

- A new 4,000sqm full line Woolworths supermarket, tailored to Ramsgate customers and community
- Around 144 apartments, including a mix of 1-, 2-, and 3-bedroom apartments to cater for first home buyers, young couples and downsizers choosing and single people are wanting a quality home close to shops and public transport
- 348 basement car parking spaces for residents and customers over 2 levels including 6 direct to boot bays.

2.3 Project benefits

Woolworths has undergone detailed and comprehensive studies to understand Ramsgate needs to support the growth in population. Economic impact studies identified an undersupply of full-line supermarkets within the local area to complement existing smaller, convenience retail. Currently the local community do not have access to the a Woolworths and are required to travel outside of the area. By planning, designing and building a Woolworths at the proposed location it will provide the community the opportunity to complete a full grocery shop without leaving their local community.

The current undersupply with the additional 3,220 residents forecast to live in Georges River LGA by 2036 means Woolworths proposal provides a further anchor for other businesses on the high street which leads to an increase in foot traffic and spending locally.

By Woolworths being built and operating in this location the opportunity for local jobs increases. If the Planning Proposal and subsequent DA are approved, during the construction and running of Woolworths it is expected there will be upwards of 130 local jobs created.

Throughout the design and build of the development Woolworths are committed to providing opportunities to the community to be involved and help shape the certain aspects to suit the local community. These opportunities include gathering feedback from the community on short-term public art which will be displayed on hoardings around the site. Woolworths will continue to contribute and be reflective of the local culture and community of Ramsgate.

3 Engagement approach

Woolworths is committed to fostering meaningful connections with the local community and is dedicated to keeping the community informed throughout the planning phase and all phases of the project.

Woolworths undertook consultation during September-October 2021. The consultation activities gave the local community an opportunity to learn more about and understand the Woolworths Ramsgate proposal. This consultation phase enabled important elements of the proposal to be tested and refined with the community prior to submitting the revised Planning Proposal.

This consultation informed the preparation of a revised proposal for the Ramsgate Town Centre that responds to community, Council and stakeholder feedback.

Woolworths is further committed to engaging with the community and providing an opportunity for feedback in the lead up to public exhibition in 2024.

3.1 Objectives

The engagement aims to achieve the following objectives:

- Enhance our reputation and relationships with the community
- Inform the community of Woolworths Development Application and public exhibition for a mixed-use precinct
- Implement measures to minimise risk to Woolworths Group' reputation
- Undertake community consultation on the proposal and continue the conversation with the community
- Provide clear information about the project to the community to minimise misinformation.

3.2 Engagement strategy

The goal is to create a positive impact on the community and ensure the community's needs are at the forefront of the planning process. The engagement includes a period of information and consultation, followed by a feedback loop to demonstrate how the community's feedback has shaped the final outcome.

To meet the engagement objectives above, the engagement strategy includes three key focuses:

1 Supporting the local community and businesses

The Georges River local government area has 41% less retail and supermarket floorspace than the Australian average. Because of this, research shows people are spending money on groceries in surrounding suburbs. This is money that could be spent locally and provide the local community with a grocery option that doesn't require leaving their community. Woolworths recognises the importance of supporting local businesses and endeavours to collaborate with nearby businesses and suppliers, with the aim to contribute to the growth of the local economy collectively.

Woolworths has begun engagement with the local Business Chamber and will continue to collaborate and engage local businesses.

2 Targeted, key stakeholder engagement

The local Ramsgate community are very connected with local businesses with an engaged and active council and therefore require targeted engagement.

Direct and targeted engagement with these groups will ensure the economic revitalisation opportunities, direct community benefits and Woolworths' role to activate are realised.

3 Opportunity to shape negotiables

The proposal includes negotiables and opportunities to provide direct feedback about the supermarket offering, services provided, and public art. The engagement will focus on opportunities for the community and key stakeholders to provide feedback and insights into the negotiable elements to ensure the final development is a reflection of the community itself.

3.3 IAP2 framework application

The International Association for Public Participation (IAP2) Spectrum and core values helps organisations, decision makers and practitioners make better decisions, which reflect the interests and concerns of potentially affected people and entities. The IAP2 spectrum for public participation is an informative tool to help clarify the role of stakeholders and in planning and decision-making, and how much influence the community has over planning or decision-making processes. As a guide, the IAP2 spectrum allows for setting appropriate goals, expectations and activities. It assists in better understanding community and project outcomes.

Woolworths' public participation goals are to **Inform** and **Consult**.

Table 2. IAP2 Spectrum

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public
Promise to the public	We will keep you informed	We will keep you informed, listen to and acknowledge concerns and aspiration, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide

4 Previous consultation summary

Between June and October 2021, Woolworths undertook consultation over two phases to understand:

1. the community's aspirations for Ramsgate; and
2. feedback on the draft proposal.

The purpose of this stage of consultation was to understand community views on the character of the Ramsgate area and aspirations for the future, and to inform the community of the proposal and future detailed plans. A range of stakeholders were identified and engaged to ensure a broad spectrum of demographics and views were canvassed in this formative stage of consultation.

The local community were encouraged to provide feedback on the draft proposal during a series of consultation activities during September-October 2021. This stage of consultation enabled the local community to understand the proposal, meet the project team and provide feedback.

During the consultation, the project team heard from more than 400 community members across Ramsgate and nearby suburbs.

Consultation and engagement activities included:

- Telephone survey - undertaken by an accredited market research provider and involved a random sample of 203 residents in the Georges River and Bayside LGAs.
- Focus groups - 23 people participated from surrounding suburbs to understand what people enjoy about the area surrounding the site, how it could be improved, and how potential impacts could be addressed.
- Phone calls to community groups and representatives - offered key project stakeholders the opportunity to discuss the proposal with the project team and provide feedback.
- Community information session (webinar) - 90-minute community information session via zoom (due to Covid restrictions at the time) was held on Wednesday, 29 September 2021. More than 128 community members registered and close to 100 members of the community attended the session.
- Website - with key project information including FAQs compiled from various consultation activities.
- Fact sheet - letterbox drop to approximately 1,412 households and businesses in Ramsgate.

- Dedicated phone number and email address was set up and included in all communication for project enquiries.

4.1 Overview of feedback heard during engagement activities

Table 3 details the feedback collected during the engagement in 2021.

Table 3. The key themes raised throughout the consultation period in 2021

Key themes	Feedback
Retail	<ul style="list-style-type: none"> • What speciality stores are being considered • Proposed floor area of the supermarket and other retail • Understanding the local need for a full-line supermarket • How a mix of quality retail will be assured • Convenience (one-stop-shop) was identified as a major drawcard among focus groups participants.
Traffic Management	<ul style="list-style-type: none"> • Impact on existing local traffic conditions • Delivery routes and frequency • Access and egress arrangements • Easy parking and controlled traffic were identified as key markers of success • Potential traffic impacts due to proposed signalised intersections.
Parking	<ul style="list-style-type: none"> • Adequacy of proposed parking • Likely split between retail and residential parking • The inclusion of parking for staff • Proposed mitigations to deter parking on local streets.
Managing store operations	<ul style="list-style-type: none"> • Garbage removal • Trading hours.

Impact on local neighbourhood and surrounding residents	<ul style="list-style-type: none"> • Building height and density • Visual amenity and the building is high quality and fits in with the existing landscape • Development matches the character of Ramsgate • Management of overshadowing and privacy for surrounding residents • Changes to the street front along Rocky Point Road • Management of noise associated with site operations • Site rezoning, including concerns about “density creep”.
Residential enquiries	<ul style="list-style-type: none"> • Proposed mix of 1, 2 and 3-bedroom apartments • Target market and price of the proposed apartments • Apartment design.
Management of construction impacts	<ul style="list-style-type: none"> • Construction traffic management • Construction program and timing • Management of construction noise and dust

5 Updated proposal

Woolworths pride ourselves on being a respectful and good neighbour. We always seek to listen and collaborate with the communities we are privileged to operate within. Following feedback on the previous planning proposal, Woolworths have updated the plans to reflect the feedback and present a proposal that compliments Ramsgate.

Table 4. Summary of feedback and how the updated proposal addresses feedback

Topic	Feedback	Woolworths response
Apartments	Woolworths heard that the previous proposal of 176 apartments was	Woolworths have worked hard to find the balance between a high-quality design that aligning to the State Governments Housing Targets.

	too much for the community.	The updated proposal has 144 apartments distributed across three buildings.
Parking	Woolworths heard that the previous proposal of 668 car spaces that the number of cars contributed to traffic concerns.	Woolworths have reduced the number of car spaces. In the updated proposal they have 348 car spaces, distributed over two basement levels. Woolworths have support from the business community that this will be welcome to support the local high street.
Retail	Woolworths heard that the previous proposal of 8,000sqm of Retail Floor Area was of concern to the community.	<p>The Retail Floor Area, defined as space that would be dedicated to retail services, has been halved to just over 4,000sqm.</p> <p>This means that only a supermarket and liquor store will be provided as Woolworths want to embed with the existing business community and act as an anchor.</p>
Built form	Woolworths heard the building needed to blend in with the neighbours and do so through how it embedded with the existing streets	<p>Woolworths have updated the plans to have streetscapes that vary on all four sides.</p> <p>The east proposes an activated retail ground floor and the western boundary benefits from a green public walkway.</p>
Traffic	Woolworths heard during previous consultation that impacts to traffics and the local road network was of high importance to the local community.	<p>Woolworths have worked closely with traffic specialists on the plans, which include a detailed transport assessment report. This assessment highlighted:</p> <ul style="list-style-type: none"> • The inclusion of traffic lights on the corner of Rocky Point Road and Targo Road will assist with traffic flows in an out of the site. • Trucks will enter and exit from Ramsgate Road which means that trucks will no longer access residential streets. • The inclusion of traffic lights at Targo Road and Ramsgate Road will assist with traffic flows in an out of the site.

Woolworths will implement these recommendations and continue to work Transport for NSW and Council throughout the assessment.

Table 4: How the latest proposal responds to community feedback

	Previous Proposal	Current Proposal
Total Ground Floor Area (GFA)	24,772m ²	16,849m
Residential GFA	16,587m	12,838m
Retail GFA	8,185m	4011m
Number of apartments	176	144
Number of car parking spots	668	348
Building height		
Building A	8 storeys	8 storeys
Building B	8 storeys	8 storeys
Building C	6 storeys	4 storeys

6 Upcoming engagement

Woolworths plans to undertake further engagement with the Ramsgate community in the 2024 to inform locals of the revised proposal and how previous consultation has informed the plans. The following engagement tools and activities will support the public exhibition of the Woolworths Ramsgate Planning Proposal.

The engagement program will support the public exhibition is envisaged as an Inform-Consult level on the IAP2 Spectrum.

The purpose of engagement will be to:

- To inform and consult with local community, and ensure the Planning Proposal is understood
- To answer questions the community may have about the Planning Proposal
- To ensure a transparent and collaborative process with Georges River Council.

6.1 Consultation tools

The following table identifies the consultation tools that Woolworths will aim to implement during the next phase of consultation. These will ensure the local community is informed about and has the opportunity to provide feedback during public exhibition. A strategic engagement approach will be implemented to continue the conversation in the community, provide clear facts about the proposed project.

Table 5. Consultation tools for the next phase of engagement

Tools	Description	Purpose
IAP2 Participation goal: Inform		
Website (Appendix A: Website)	Provide information about the proposed development including what is planned, project benefits, frequently asked questions, avenues to contact the project team and provide feedback. woolworthsramsgate.com.au	Inform the local community about the proposed development Provide direct channels to contact the project team including a 1300 number and online form to directly email the project team

Tools	Description	Purpose
Notification flyer	Provide information about the proposed development including what is planned, project benefits and avenues to contact the project team and provide feedback	<p>Inform the local community about the proposed development</p> <p>Encourage the local community their to share their insights about the proposed development and raise any issues or concerns</p> <p>Promote channels to contact the project team for further information</p>
Sorry we missed you flyers	Provide website and contact details to residents who are not at home during the doorknocking	<p>Ensure the local community is aware about the opportunity to speak with the project team</p> <p>Promote channels to contact the project team for further information</p>
Posters	Draw community members attention to the key elements of the development	<p>Inform the local community about the proposed development</p> <p>Promote the potential look and feel of the site once completed</p>
IAP2 Participation goal: Consult		
Council meeting	Communicate directly with Council representatives and seek immediate feedback about the proposed development and engagement approach	<p>Share information about the proposed development such as scope, design and benefits</p> <p>Seek feedback about the development</p> <p>Ensure Council is aware of the upcoming engagement with the community</p> <p>Build relationships with Council and demonstrate commitment to the economic development of the area</p>
Business street walk	Communicate directly with local business representatives and seek immediate feedback about the	Ensure the local business community is informed about the development, the opportunity to provide feedback and the project team's contact details

Tools	Description	Purpose
	proposed development and engagement approach	Build relationships with local business owners/operators and demonstrate commitment to the economic development of the area
Doorknocking	Initial doorknock of the local area to further understand languages spoken at home Follow-up doorknock of the local area to communicate face-to-face about the proposed development and provide an opportunity to share feedback	Identify potential language requirements so communication and collateral regarding the proposed development is accessible and inclusive Ensure the local community is informed about the development, the opportunity to provide feedback and the project team's contact details Gather feedback about concerns, opinions, and ideas about the proposed development Respond to any further questions
Community information sessions	Face-to-face sessions with community members about the proposed development and to seek feedback	Ensure the local community is informed about the development, the opportunity to provide feedback and the project team's contact details Gather feedback about concerns, opinions, and ideas about the proposed development Respond to any further questions
Project email	Direct contact with the project team via email	Provide an opportunity to ask questions about the project Ensure the community can share their feedback
1300 number	Direct phone contact with the project team during business hours	Provides an opportunity to speak directly with the project team, ask questions and get immediate responses Ensure the community can share their feedback

6.2 Next steps

The previous engagement with the local community provided valuable insights and feedback to inform the updated proposal. Woolworths is now focused on the next phase of engagement ahead of public exhibition.

The engagement that has been undertaken so far demonstrates Woolworths has listened to the local community and understood the community's interest in how the current plans have differed from previous proposals for this site. The revised plans took into account local feedback and aim to better align with community needs and preferences.

In the next phase of engagement, Woolworths key activities will focus on informing the community ahead of public exhibition and will utilise the consultation tools detailed in Table 5. The next phase of engagement will be continued during the public exhibition process as per council requirements.

Woolworths are deeply committed to being a responsible and considerate member of the Ramsgate community. The engagement approach to building new supermarkets in dense areas prioritises the needs and concerns of local residents. Throughout the process Woolworths will remain dedicated to ongoing collaboration and support, fostering a strong relationship with the community through continuous engagement and responsiveness to their needs.

7 Appendices

Appendix A: Website

